

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Michael Cristofalo et al.

Title: System and method for targeting object oriented audio and video content to users

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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

We are transmitting herewith the following attached items (as indicated with an "X"):

X Response under 1.111 (15 pgs.)

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By: Michael K. Hsu
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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 15 day of October, 2008.

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